

**ACTION PLAN**  
**Fort Monroe Outdoor Recreation**  
**April 10, 2006**

**GOAL 1:** Operate an efficient facility and achieve budgeted financial goals.

**STRATEGY:** Improve efficiency of operation. Work in partnership with marketing to broaden eligible customer base.

**LONG TERM OBJECTIVE:** To achieve or exceed the attainment of NIBD budgeted goals (\$22,775) by September 30, 2006. **(2.4.1)**

**SHORT TERM OBJECTIVE:**

- Upgrade information about Outdoor Recreation to marketing. 100%
- Increased pricing for rentals, February 28<sup>th</sup>. 100%
- Travel Park fee increase activated January 1<sup>st</sup>. 100%
- Work with marketing to design new brochure. 100%
- Minimize expenditures while continuing to offer excellent customer service.  
LNS combined rating 4.49

**GOAL 2:** Pursue the highest standards of customer service and strive to meet and exceed customers' demands while adhering to strict guidelines and regulations.

**STRATEGY:** To ensure all employees are well trained in customer service area in order to enhance the customers' experience.

**LONG TERM OBJECTIVE:** To deliver customer driven programs and services. Provide developmental opportunities to employees. **(2.4.2)**

**SHORT TERM OBJECTIVE:**

- Reinstitute Flea Market program. May 6<sup>th</sup>. 100%
- Initiate early advertising campaign in order to achieve maximum participation. 100%
- Introduce new program of POV Resale Lot. May 1<sup>st</sup>.
- Review and rewrite all SOP. 100%
- Provide customer service training to employees. MWR Operation Excellence program. May 1<sup>st</sup>.
- Provide AED/CPR training to employees. March 13<sup>th</sup>. 100%.
- Make information on Army e-learning website available to employees.

**GOAL 3:** To implement plans to enhance the appearance of Outdoor Recreation, (bldg. 32), The Colonies travel Park and Picnic areas.

**STRATEGY:** Identify areas most needing improvements and determine the cost of such measures.

**LONG TERM OBJECTIVE:** To enhance stewardship of all Outdoor Recreation facilities. **(2.4.3)**

**SHORT TERM OBJECTIVE:**

- Repair stucco and paint the outside of building #32. Self help project.
- Replace all gutters and downspouts on building #32. April 10<sup>th</sup>. 100% at no cost to DMWR.
- Replace outside light fixtures on building #32. (ongoing)
- Touch-up paint on inside of building. 100%
- Landscape areas. (ongoing)
- Continue the tree and hedge border on the perimeter of the Travel Park. 100%
- Seek priority replacement for picnic area # 1. **(denied DPW)** February 16<sup>th</sup>.
- Have chimney on picnic area # 5 inspected cleaned and repaired. 100%
- Paint and repair playground equipment on picnic areas.
- Establish a custodial schedule for employees.

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